What is claimed:

1.   A method of providing a game of chance comprising the steps of:

receiving electronic signals representing search parameters descriptive of a product or service;

5   transmitting electronic signals representing dealers in the product or service and associated prices;

electronically calculating a probability of winning the product or service if the user selects to play the game;

electronically generating a pseudo-random outcome having a probability

10   corresponding to the calculated probability;

based on the pseudo-random outcome, purchasing the product or service for a user.

2.   The game of claim 1, wherein the probability is calculated so as to increase with the value of derived from the user's interaction with the system.

15   3.   The game of claim 2, wherein the outcome is indicated by displaying a user-chosen number and a comparison number, such that a winning outcome is indicated by displaying a comparison number that matches the user-chosen number, and a losing outcome is indicated by displaying a comparison number that does not match the user-chosen number.

20   4.   The game of claim 3, wherein an increased probability of winning is indicated by displaying a comparison number having at least one digit matching the corresponding at least one digit of the user-selected number.

5.   The game of claim 3, wherein the probability of winning is different than one divided by ten raised to the power of the number of digits in the comparison number.